

***Uptown Sports Foundation***

252 W. Palisade Ave.

Englewood, NJ 07631

---

To: North Jersey Business Leaders

Subject: 2<sup>nd</sup> Annual Bill Willoughby Roundball Classic (H.S. Basketball Showcase)

***Looking to show your support for North Jersey's top HS basketball student-athletes.....  
Well, we can provide the forum to give exposure to your products or services.***

Many of the top High School Senior Girls and Boys student-athletes from North Jersey (Bergen, Passaic, Hudson & Essex Counties) will participate in the 2<sup>nd</sup> Annual Bill Willoughby Roundball Classic Quadrupleheader Showcase at the Rothman Athletic Center on the campus of Fairleigh Dickinson University (Hackensack, NJ) on Saturday, March 22, 2008 (Easter Weekend). The pre-Easter H.S. All Star Basketball Showcase event will be sanctioned by the NJSIAA (NJ HS Basketball Federation), and will be produced and hosted by former NBA Player, Bill Willoughby and the *Uptown Sports Academy*, along with its staff and volunteers.

For many of the top senior "ballerz" participating in this event, the Roundball Classic will be a showcase opportunity for them. Admission for the games will be open to the general public, their families, friends, as well as to Prep School, Jr. College and 4 year College coaches. Also with this opportunity, Bill and the *USA* staff and special guests will share valuable life experiences during this forum with all of the participants by addressing some of the other concerns of our youth, which includes: college prep, life skills and pre-marital sex. "Respect for the Game" is the message we hope the student-athletes will digest while there.

The *Roundball Classic Quadrupleheader Showcase* schedule will be as follows:  
12 pm Hudson vs Passaic County (Girls) & 2 pm Essex vs Bergen County (Girls)  
4 pm Hudson vs Passaic County (Boys) & 6 pm Essex vs Bergen County (Boys)

Pre-game presentations will be made by the Bergen County District Superintendent of Schools, Dr. Aaron Graham and Jorge Meneses, Hackensack Mayor (Last year's presenters were Englewood Mayor, Michael Wildes and Brenda Blackmon, Anchorwoman of My 9 News, and coaches were Tony Campbell / Bergen County and Rory Sparrow / Passaic County). Among the coaches for the 2008 event will be Bob Hurley, Sr (Hudson County Boys), Damon Wright (Passaic County Boys), Brian Long (Bergen County Boys) & Felicia Oliver (Essex County Girls). Music and special half-time entertainment will be handled by a select Record Company. And we will close the evening with a post-game reception for the seniors at a location TBA prior to the game date. Funds raised from the "*Roundball Classic*" program will help support the Englewood-based, Uptown Sports Academy Youth Sports Program and activities, which currently hosts / supports youth basketball teams, leagues, camps, clinics and special events.

Advertisings and announcements of the Bill Willoughby *Roundball Classic Showcase* Event will commence in January (during the H.S. Basketball season) in the region's media outlets (The Record, The Herald News, The Star Ledger, The Jersey Journal, Time Warner Sports and Cablevision), along with additional online and offline advertisings\*. The announcements of the Basketball Showcase will reach several hundred thousands readers and Cable TV subscribers, and we expect a maximum turnout of over 6,000 people at the Rothman Athletic Center. To become a sponsor or supporter of the Bill Willoughby *Roundball Classic Showcase Event*, please read the additional page and contact Carl Winfree at (201) 522-8244 or [uptownsports@verizon.net](mailto:uptownsports@verizon.net). We look forward to working with you.

Regards,

Carl Winfree, Event Coordinator  
*Uptown Sports Foundation*



## Bill Willoughby Roundball Classic Showcase Sponsor Benefits

In return for financial, product or service support, **Sponsor** can / will receive the following benefits:

- Title and /or Industry exclusivity sponsorship for the *BW Roundball Classic Showcase*
- *Company* logo / inclusion on all event stationery, flyers\* and posters (if sponsorship is secured in a timely manner)
- High visible *Company* logo inclusion on all player & staff jerseys / t-shirts
- High visibility banner signage at gym facility
- Event & Media mentions
- Full-Page feature in the Event Program
- P.A. mentions at the end of each game
- Opportunity to stage special event during the day
- Product / coupon placement availability
- Sponsor / Vendor table availability
- Link and / or advertisement on event webpage
- Sponsorship / Advertising credit edited onto the optional All Star Game DVD (Produced by USA)
- All Sponsors will receive Complimentary All Star Game Tickets & DVD
- Additional exposure in USA's two other Easter Weekend events (Jr. NBA / WNBA Youth Camp on Friday & Adult 3 on 3 Challenge on Sunday) @ FDU (Easter Weekend)

Above *Sponsorship* benefits are available based upon sponsor package selected. Please contact Carl in regards to benefits for the following levels:

**Platinum Sponsor-** "Roundball Classic Showcase"

**Gold Sponsor-** "Team Uniforms & Staff T-Shirts"

**Silver Sponsor-** "Media / Advertising"

**Bronze Sponsor-** "Reception"

**Donation-** "Banner"

**Ad Journal/ Program Sponsor-** "Full Page"

Current and Past *USF* Sponsors include: Parisi Speed School, Adidas, NBA, McDonalds, Lexus of Englewood, Englewood Volvo, PNC Bank, Boston Market, Shoprite, Dawg World, LLC, Montvale Mortgage & Technology Resource Center.

Last year's successful Roundball Classic Showcase was held at Bill Willoughby's alma mater, Dwight Morrow H.S. (Englewood, NJ) April 29, 2007. Other '2008 events that will be hosted or produced by the *USA* will include: A) Uptown Summer Basketball League (Mackay Park), B) Bill Willoughby Youth Basketball Summer Camp (Paramus Catholic HS), C) Bill Willoughby Youth Basketball Skillz Clinic (Hackensack YMCA & YJCC Washington Township), D) *USA* Jr NBA / Jr WNBA Youth Basketball Camps (FDU) & Summer League, E) Easter 3 on 3 Roundball Challenge (FDU).

\*Flyers and other advertisings will be circulated online & offline throughout North Jersey (Bergen, Passaic, Hudson & Essex Counties) Regional Basketball sites, High Schools, recreation centers and local businesses